

Having worked in the broadcast television, cable, and now satellite industries, I do have a very strong feeling about this issue. The local broadcasters (television and radio) do NOT provide frequent enough or broad enough traffic reports to handle large markets. Reporting 3 or 4 accidents every 30 minutes on LA freeways is like shooting a rubber band at a deer during hunting season, hoping for a kill. The people want more! Radio and Television, regardless of the means in which the signals arrive to the consumer, is supposed to provide a public service above all. Local radio and TV seems to have forgotten that, as most of the programming (including Talk Radio) leans way too much towards the entertainment side.

I would also like to point out, the Weather Channel has been providing cable and satellite providers "local forecasts" for as long as I can remember. They place a little computer (Weatherstar XL) at the cable or satellite head end, and send localized data to this computer. The computer then creates all the graphics for the local forecasts, and when the Weather Channel national center triggers the computer, it overlays these local graphics over the national music and background video. This is the perfect example of a nation service providing local information, and to the best of my knowledge, no local TV or Radio station has shutdown their news programming because the Weather Channel killed their ratings.

If local broadcasters want to try to keep their listeners or viewers, maybe they should try to produce more and more public services, including traffic stations on the radio that provide information from 5am-9pm to cover all commuters and travelers during what would be peak times.

XM and Sirius should be allowed to be among these radio providers, producing competition in the marketplace is what this country is all about. When it comes to TV and Radio, however, this seems to have been forgotten. Protecting local broadcasters because they aren't providing what people are asking for, when there are companies out there that are willing to, doesn't seem very American to me.

I personally have not subscribed to, nor do I work for, either of the Satellite Radio companies. I would subscribe if this service is offered. LA traffic NEEDS alot of help, and I feel the technology available in Satellite Radio would allow these 2 companies to put up such a service quickly, and provide it reliably.

In two words, LEGALIZE IT.

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